Contact

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www.linkedin.com/in/brianpetermann (LinkedIn)
digital.brianpetermann.ro/ (Portfolio)

Top Skills

WordPress
Flow Control
Filter Design

Languages

Spanish (Full Professional)
English (Full Professional)

Certifications

Make Foundation Automations
Make Basics Automations
HTML & CSS School
Make Intermediate Automations

Brian Petermann

Design + Structure + AI Curiosity | Helping Ideas Take Shape, One System at a Time

Bucharest, Romania

Summary

Digital professional with 13+ years of experience across graphic design, web development, and digital systems — with a proven ability to learn fast and deliver end-to-end. My background spans visual branding, WordPress development, UI/UX, interactive HTML/CSS/JS advertising (Teads), and game art direction (Nutaku) — across agencies, platforms, and independent projects. I've worked directly with marketing directors and CEOs, managing briefs from concept to final delivery under real deadlines. In parallel, I build. iBookEasy.ro is a SaaS booking and affiliate platform I developed entirely solo — from architecture (Next.js, PostgreSQL, Stripe) to legal infrastructure (GDPR, affiliate contracts, fiscal compliance). No team, no funding, no shortcuts. Currently expanding into sales, automation, and workflow optimization — with active certifications in Make.com and hands-on experience with ClickUp, Jira, Slack, and Trello. I work best when there's a clear problem, a real deadline, and room to take ownership.

Experience

DA MUV PRODUCTION

7 years 10 months

Founder & Full-Stack Builder - iBookEasy.ro — SaaS Booking & Affiliate Platform

April 2026 - Present (7 months)

iBookEasy is an independent SaaS platform for booking and affiliate management, built for beauty and wellness businesses (salons, barbershops, spas) in Romania.

Developed entirely as a solo project — from architecture to legal infrastructure — without external funding or a development team.

Platform responsibilities:

Designed and built the full product architecture using Next.js monorepo (TypeScript), PostgreSQL (Neon + Prisma ORM), Redis, NextAuth v5, and Stripe
Implemented AES-256-GCM encryption for sensitive user data and TOTP-based two-factor authentication
Built Stripe payment integration with webhook idempotency via Redis
Set up automated testing suite (Vitest) with isolated database branching — 35/35 tests passing
Deployed and maintained on Vercel with CI/CD pipeline
Structured complete legal documentation: T&C, Privacy Policy, Cookie Policy, GDPR DPA, Affiliate Contracts
Designed affiliate commission model with Romanian fiscal compliance (Art. 114 Cod Fiscal, D205 reporting)
Implemented technical SEO: schema.org, Open Graph tags, XML sitemap

Technical skills applied:
Next.js · TypeScript · Prisma · PostgreSQL · Redis · Stripe · NextAuth · Vercel · Vitest

Freelance Graphic Designer
January 2019 - Present (7 years 10 months)

Litoralulromanesc.ro
Creative Graphic Designer
November 2020 - November 2025 (5 years 1 month)
Constanţa, Romania

LitoralulRomanesc.ro is the largest booking platform for vacations on the local coast of the Black Sea.
My work is directly involved with the marketing department and the CEO.

The main task's for me are:
- Receiving briefs for the seasonal campaigns
- Draft, edit, and finalize on-brand visual assets and marketing materials
- Communicate and collaborate with the marketing director on assignments to establish campaign requirements and vision + integrate overall messaging and copy
- Produce unique designs to set apart special edition content through agency's design and concept.
- design the UI of new pages on the main website

- design newsletters for each marketing campaign
- design different printing materials for existing campaign

Creative skills:
- Print advertising
- Digital marketing
- Social media marketing
- Digital display advertising
- Content marketing
- Email marketing
- Web design
- Product design

Technical skills:
- Adobe suite
- Mock-ups
- Jira
- Graphic User Interface (GUI) Design
- Marketing design
- Email Newsletter Design
- Video Production
- Graphic Design
- Video Editing

Fire de Lumina
Art Director
October 2019 - April 2020 (7 months)
Romania

The project presents portals to the Universe that can be used as an element of meditation and relaxation from daily stress through the Buddhist technique of concentration at a point. All products are unique by each model and sacred geometry based. Inside there is LED lighted show that can be manipulated by a controller as the user wish.
My role in here was to concept the product, engineer it and present it in the most viable way.
After the engineering part, brand identity took over with a cool Website and Social media advertising.
This was one of my biggest project created lately and delivered to the client.

Brandaffair Advertising

Art Director
March 2019 - October 2019 (8 months)
Bucharest, Romania

Brandaffair agency is a purpose driven agency, delivering strategic concepts sustained by the highest creative thinking.

I was responsible for performing the following tasks:

- Combine the latest trends, innovation, strategic thinking, &
creative concept & implementation at the highest standards
- Creative thinking, integrated campaigns, online concepts and strategies applied to the present moment reaching the needs of the clients
- Produce unique designs to set apart special edition content through pattern design and concept.
- Draft, edit, and finalize on-brand visual assets and marketing materials from digital to print
- Communicate and collaborate with the creative director on assignments to establish campaign requirements and vision + integrate overall messaging and copy
- Prioritize graphics requests cross-departmentally and work simultaneously on multiple projects
- Maintain and update website via Wordpress
- Assist with social media accounts as needed
- Contribute ideas to the overall marketing strategy

Technical Skills
- Slack
- Jira
- Adobe After Effects
- Adobe Photoshop
- Adobe media Encoder
- Adobe Premiere
- Adobe Audition
- InVision

Management Skills:
- Strategic thinking
- Working under pressure
- Self-motivation
- Analytical thinking

- Attention to detail
- Time management

Teads
Graphic Designer
November 2017 - March 2019 (1 year 5 months)
Bucharest, Bucharest, Romania

My work involved: Adapting TV commercials, ensuring an optimal experience on mobile, reinforcing branding and leveraging interactivity. Direct communication with B2B customers through the idea, execution and delivery of the campaign with:

- Video Editing for frame to frame animation ads,
- Animation development with ad elements
- Interactive banners,
- UI EXP add creation with CSS/HTML/JAVASCRIPT elements
- Client Support team
- Developing new ad templates

Technical Skills
- Slack
- Adobe After Effects
- Adobe Photoshop
- Adobe media Encoder
- Adobe Premiere
- HTML / CSS / JavaScript

Management skills:
- Time management
- Goal setting.
- Multitasking.
- Communication
- Problem solving.
- Strategic thinking
- working under pressure
- self-motivation
- analytical thinking
- attention to detail

Nutaku

Game Art Director
May 2015 - October 2017 (2 years 6 months)
Bucharest, Bucharest, Romania

Nutaku is the world’s largest English gaming platform dedicated to 18+ titles. Their goal is to distribute high quality games with stunning graphics and fully adult scenes, offering the best cross-platform gaming experience for every 18+ player.

My work for the company includes:
- design the UI/UX interface of NUTAKU online games
- redesign on game characters
- animation for the bonus scenes in games
- UI animation mock-ups
- UI design
- Marketing design in game promotions
- walkthrough game experience design
- team meetings

Skills:
- Jira
- Adobe After Effects
- Adobe Photoshop
- Adobe media Encoder
- Adobe Premiere
- Adobe Flash
- Scripts in action
- Developing new photoshop actions for multi document processing, helping the entire team to fasten-up the game dev'op

Management skills:
- Time management
- Goal setting
- Multitasking
- Communication
- Problem solving
- Strategic thinking

Creative Luggage
Graphic Designer
September 2014 - May 2015 (9 months)
Bucharest, Bucharest, Romania

Creative Luggage agency cover full creative services from commercial design to branding, copywriting, web design, product concept and packaging as well as to other connected services as interior design.

My role in this company was:

- Produce unique designs to set apart special edition content through pattern design and concept.
- Produce cutting edge social media content that is appropriate for each channel and correlates with fans.
- Draft, edit, and finalize on-brand visual assets and marketing materials from digital to print
- Partner with Marketing, Product, and Engineering to run experimental campaigns that deliver data-driven results to aid the growth of our user base.
- Prioritize graphics requests cross-departmentally and work simultaneously on multiple projects
- Contribute ideas to the overall marketing strategy
- Use Adobe Creative Suite

EUROTECHNIK MEDIA

Graphic Designer

February 2012 - September 2014 (2 years 8 months)

Bucharest, Bucharest, Romania

SC Eurotechnik Media Ltd is importing activity in Romania of the original German and Scandinavian clothing brand Bjornson and their distribution both wholesale and retail. As of January 2005 Eurotechnik Media is an importer in Romania of Germag partners in Germany. The company owns eight shops in Bucharest and several other stores distribution in Constanta, Buzau, St. George, Pitesti, Cluj, Timisoara, Otopeni, Oltenia, Tecumseh, Deva, Smelly.

Print responsibilities:
- advertising elements in 8 commercial shops
- brochures
- flyers
- stickers
- People Stopper
- newsletters
- business cards
- invitations
- other print materials

Digital responsibilities:
- Website Administration,
- Translator and editor for instructions and technical books,
- Editor yellow product presentation
- Product Photography
- Photo retouching for website shop
- Product design

Recomandations:
Madalo Faramarz,
Director of Eurotechnik Media LTD

Daniel Conducosta
Sales Director of Eurotechnik Media LTD

Benefits:
Salary increase, shopping vouchers, substantial discounts on products purchased from the company's stores.

Art Out Magazine
Graphic & Web Designer
September 2013 - March 2014 (7 months)
Bucharest, Bucharest, Romania

Volunteer Graphic and Web Designer

Developing the new site of the Magazine www.artout.ro

Education

Dunarea de Jos Galati University
Bachelor of Engineering (BEng), Mechatronics, Robotics, and Automation Engineering · (2005 - 2009)

C.T. "Henry Coanda" Tulcea
Bachelor's degree, Industrial Electronics Technology/ Technician · (2001 - 2005)